Pacl - Kriss.

Pace designated regional rideshare administrator by CATS in 2006

- Inherited ShareTheDrive.org website (Ridematch21 software) with approx. 700 users
- Launched PaceRideShare.com website in 2008 (GreenRide software)
- Upgraded and redesigned website in 2013 (GreenRide Connect)
 - o Five year contract 2013-2017
 - Annual website cost approx. \$27,000 (UWP grant)

\$308,000 marketing campaign (CMAQ grant)

- launched July 2013
- target adults 18-54
- \$16,000 non-media (produce radio commercial, images/designs, flash banner ads, account service)
- -\$292,000 media
 - o \$149,000 radio
 - the drive, kissFM, v103, total traffic network (17 stations), hubbard traffic network (4 stations)
 - o \$45,000 t.v. traffic sponsorships
 - Radiate Media (traffic.com), WGN, NBC
 - \$98,000 digital
 - banner ads, facebook ads, search ads

Results for 2013

- approx. 100 million impressions from marketing campaign
- over 47,000 website visitors (approx. 39,000 new/unique)
- answered over 900 phone calls & emails
- added over 2,300 users (3,047 total active, approx. 15,000 cumulative since 2008)
- added 209 carpools (277 total active = over 150,000 carpool rides)

Rideshare matching services support the formation and retention of Pace vanpools. Since 1991, Pace vanpools have played a key role in regional TDM by providing service in areas without traditional transit options

- -53 vanpool matches (20 placed, 33 wait-listed)
- -37 commuter vanpools added in 2013 (324 total commuter vanpools at end of 2013)
- -ridership of over 1 million